

Station WTNH-TV NEW HAVEN, CT.
Advertiser () RORABACK FOR CONGRE
Product RORABACK FOR CONGRES
Estimate#
Buyer LAURA LANCASTER
Phone#
Fax#

Agency () JAMESTOWN ASSOC.
5937 JONES CREEK RD
BATON ROUGE, LA 70817
Agency C/P1/P2/E
Flight Dates 09/21/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
RORABACK FOR CONGRESS SC=*

--- REMARKS ---
SEE LN 2 FOR NA'S. BECASUE WE ARE SO TIGHT ROGER WILL HAVE
TO WORK OUT MKGDS. HE WILL BE BACK IN TOM.
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*2	09/21-09/21	F	7A-9A	2	:30	\$350.00		2		1	\$700.00	
Buyline Comment: CMA												
Station Remark: V2 LN NA DUE SOTP												

---REPORT TOTALS---
Report Totals: 2 / \$700.00

---SALES MONTHLY TOTALS---
Sep 12: 12 / \$6,150.00
Sales Totals: 12 / \$6,150.00
Station Totals: 12 / \$6,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---												
Market Totals				\$20,500	CABL	0%	WCCT	0%	WCTX	1%	WFSB	38%
					WRDM	0%	WTIC	8%	WTNH	30%	WUVN	0%
					XXX	0%					WVIT	23%

Books null
Demos RA35+



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 207339 /		<u>Alt Order #</u> 06854311
<u>Product</u> RORABACK FOR CONGRES		
<u>Contract Dates</u> 09/21/12 - 09/23/12		<u>Estimate #</u>
<u>Advertiser</u> POL/Andrew Roraback for Congress		<u>Original Date / Revision</u> 09/20/12 / 09/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petty Philadelphia	<u>Sales Office</u> Petty/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> RDCG	<u>Product Code</u>
<u>Agency Ref</u> IN11165/SP1819/AU5E		<u>Advertiser Ref</u>

And:

Jamestown Associates
5 Mapleton Road
Suite 300
Princeton, NJ 08540
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/21/12	09/21/12	News 8 @ 6a	6a-7a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$350.00	0.00			
N 2	WTNH	09/21/12	09/21/12	GMA	7a-9a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				2	\$350.00	0.00			
N 3	WTNH	09/21/12	09/21/12	News 8 Noon	12p-1230p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$300.00	0.00			
N 4	WTNH	09/21/12	09/21/12	Early Fringe M-F	4p-5p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$350.00	0.00			
N 5	WTNH	09/21/12	09/21/12	News 8 5p-6p	5p-6p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				2	\$500.00	0.00			
N 6	WTNH	09/21/12	09/21/12	News 8 6p-630p	6p-630p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$700.00	0.00			
N 7	WTNH	09/21/12	09/23/12	Late News 8	11p-1135p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----FSS				3	\$800.00	0.00			
N 8	WTNH	09/23/12	09/23/12	Su News 8 @ 6p	6p-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$350.00	0.00			
Totals										0.00		12	\$6,150.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	12	\$6,150.00	\$5,227.50
Totals	12	\$6,150.00	\$5,227.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order#	6854311	Ver#	1	Status	New
EC'd	No				

Traffic Order# 207339

Printed: 09/20/2012 10:19 AM
Last Received: 09/19/2012 5:19 PM
Showing Buylines: All Lines

1 of 2

Station WTNH-TV NEW HAVEN, CT.
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Product RORABACK FOR CONGRES
Estimate#
Buyer LAURA LANCASTER
Phone#
Fax#

Agency () JAMESTOWN ASSOC.
5937 JONES CREEK RD
BATON ROUGE, LA 70817
Agency C/P1/P2/E
Flight Dates 09/21/2012 - 09/23/2012
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Rep Firm) PHILADELPHIA
Sales Office () KATE BRADY
Salesperson ()
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

RORABACK FOR CONGRESS SC=*

--- REMARKS ---

THIS IS A NEW ORDER

CLIENT: ROBACK FOR CONGRESS

OUR TOTAL IS \$6150

PLS CONFIRM

THANKS KELLY

In	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/21-09/21	F	6A-7A	1	:30	\$350.00	3	1	---	1	\$350.00	---
Buyline Comment: NEWS												
2	09/21-09/21	F	7A-9A	2	:30	\$350.00	3	2	---	1	\$700.00	---
Buyline Comment: GMA												
3	09/21-09/21	F	12P-1230P	1	:30	\$300.00	3	1	---	1	\$300.00	---
Buyline Comment: NEWS												
4	09/21-09/21	F	4P-5P	1	:30	\$350.00	3	1	---	1	\$350.00	---
Buyline Comment: JUDGE JUDY												
5	09/21-09/21	F	5P-6P	2	:30	\$500.00	3	2	---	1	\$1,000.00	---
Buyline Comment: NEWS												
6	09/21-09/21	F	6P-630P	1	:30	\$700.00	3	1	---	1	\$700.00	---
Buyline Comment: NEWS												
7	09/21-09/23	F-SU	11P-1135P	3	:30	\$800.00	3	3	---	1	\$2,400.00	---
Buyline Comment: LATE NEWS												

Station WTNH-TV NEW HAVEN, CT.
Advertiser () MEDIA STREAM DIRECT
Product 3RD ROMI HARD OFER
Estimate#
Buyer RAY BASTO
Phone#
Fax#

Agency () MEDIA STREAM DIRECT
14724 VENTURE BLVD, SUITE 1200
SHERMAN OAKS, CA 91403
Agency C/P1/P2/E
Flight Dates 06/25/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () LA PAID
Salesperson () TANYA HENDRIX
Salesperson Phone# 323-761-6118
Salesperson FAX# 323-315-2335

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

NEW ORDE
MVD FROM HDL 6824249
PLS CN
TR TANYA

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/26-09/26	W	135A-135A 1	1	30M	\$150.00		1		1	\$150.00	
Buyline Comment: ROMI HARD OFFER 800-704-1130												

---REPORT TOTALS---

Report Totals: 1 / \$150.00

---SALES MONTHLY TOTALS---

Jul 12: 0 / \$0.00 Aug 12: 0 / \$0.00 Sep 12: 1 / \$150.00
Sales Totals: 1 / \$150.00
Station Totals: 1 / \$150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CABL 0%	WCCT 0%	WCTX 0%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 0%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

PAID ORDER

Books null
Demos RHOMES